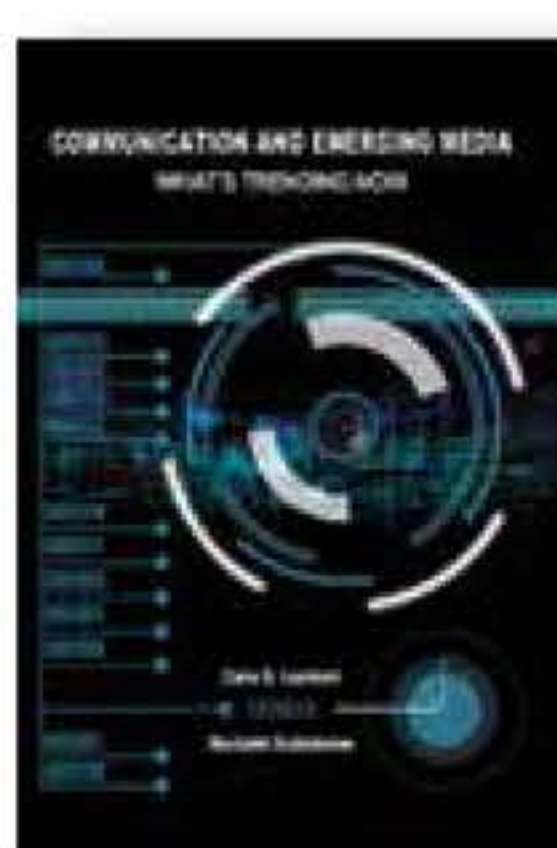


Communication and Emerging Media: What's Trending Now

Carie S. Lambert and Maribeth Schlobohm. 2015. Dubuque, IA: Kendall Hunt Publishing. [ISBN 978-1-4652-7459-5. 340 pages. US\$52.50 (softcover).]



Impressive is the word that came to mind when I saw the write up describing authors Carie Lambert and Maribeth Schlobohm.

Schlobohm works as a teacher of professional and technical writing at the University of Texas. Lambert holds a PhD in technical

communication and rhetoric from

Texas Tech and also teaches at the University of Texas.

Together these two developed 10 impressive chapters in *Communication and Emerging Media: What's Trending Now*. The topics are a grab bag on the general topic of communication and emerging technologies.

What ties the chapters together is each writer's chapter having a background of work at the University of Texas. Here is a glimpse at the topics with a focus on how emerging media influences communication: mobile as a force in the future, social communication, marketing communication, health communication, education and learning, cyberlaw, and ethics.

Health communication seemed to me an especially interesting topic. The authors of that chapter note if you Google *medicine* you will find over 80 million Web pages in about 0.32 seconds. If you Google *medicine* in about 0.28 seconds, you will see over 1 million Web pages. And the topic is not just big on the Web. It is big on Twitter, Facebook, Pinterest, Tumblr, and the like. Government websites also exist with examples including Center for Disease Control, Health.gov, Medicare.gov, National Institute of Health.

Emerging media becomes an important tool here not just to disseminate information but also for fundraising as with the recent ice bucket challenge raising money for ALS (amyotrophic lateral sclerosis).

What does the future hold? Could it be the ability to print an organ or personalized drugs? Will we continue with trends such as booking online and electronic medical records? Will telemedicine continue to improve and serve rural areas?

There are pros and cons to the use of emerging media regarding medicine. The related chapter covers some and provides great food for thought. This holds true for the other sections of *Communication and Emerging Media*. If you have an interest in emerging media and education, you should find the book of interest. If you are a teacher, this book might be a great pick for your students.

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Jeanette Evans is an STC Associate Fellow and active in the NEO community, currently serving on the newsletter committee. She holds an MS in technical communication management from Mercer University. Jeanette recently published an article, "Emerging Technologies: Where We Have Been and Where We Are Going" in STC's Intercom magazine.